

36. (Amended) A method for a communications server to deliver a marketing message, said method comprising the steps of:

receiving a telephone call at said server, from a caller having a calling card, said calling card having a predetermined number of minute credits associated with it;

receiving a calling card number of the caller at the server;

querying, by said server, said caller for a third-party telephone number;

receiving at said server said third-party telephone number;

establishing, by said server, a telephone call between said caller and a third-party at said third-party telephone number;

delivering to said caller and said third-party a marketing message during said initiated telephone call.

Please add new Claims 45 and 46 as follows:

45. (New) The method as claimed in claim 35, further comprising receiving at the server a number identifying the caller, wherein the marketing message is selected based on demographic information corresponding to the caller as identified by the received number identifying the caller.

46. (New) The method as claimed in claim 36, wherein the marketing message is selected based on demographic information corresponding to the caller as identified by the calling card number.

REMARKS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 35-37 and 45-46 are pending in the present application. Claims 1-34 and 38-44 have been canceled; Claims 35 and 36 have been amended; and Claims 45 and 46 have